

**REMARKS/ARGUMENTS**

Claims 1-26 are pending. New claim 26 has been added. The new claim is fully supported by the specification. No new matter has been added. Appendices A, B, C, D, and E have been deleted because applicant does not want these appendices to be printed with any patent that issues from this application.

Claims 1-7, 10-12, 15-17, and 20-23 were rejected under section 102(e) as being anticipated by U.S. patent 6,516,189 (Frangione). Claims 8, 9, 13, 14, 18, 19, 24, and 25 were rejected under section 103(a) as being unpatentable over Frangione. Reconsideration and allowance of the claims are respectfully requested for the following reasons.

In brief, the present invention manages and analyzes large amounts of information, such as in one embodiment, magazine subscription campaign management information. The invention permits organizing of these large amounts of information and obtaining, by using algorithms, summaries and queries on the information. If a user desires, the user may view the information at low levels of detail.

Frangione does not show or suggest each and every limitation of the present invention as recited. For example, claim 1 recites "retrieving from said repository a plurality of selected subscription information." Further, claim 1 recites "transforming said plurality of selected subscription information into transition table format information." Frangione does not show or suggest each of these features of the invention.

In Frangione, data gathered from data gathering nodes is periodically sent to a control center where it is stored. Column 4, lines 13-15. At column 11, lines 24-28, Frangione describes processing data files from each gathering node into a single file that is processed for storage in a relationship database at the control center. Frangione does not show or suggest retrieving selected subscription information from a repository, and does not show or suggest transforming selected subscription information into transition table format.

In the present invention, some of the subscription information (such as information not to be analyzed based on some criteria) may be excluded from being transformed into transition table format. This speeds up processing because less data needs to be retrieved and

transformed. Furthermore, this feature reduces size of the transition table, reducing storage and speeding up later processing. Therefore, the present invention is able to filter the information while retrieving the information and transforms the selected information into transition tables. Frangione does not teach or suggest this feature of the invention, and therefore claim 1 of the invention should be allowable for at least this reason.

Furthermore, claim 1 recites "denormalizing said summarization of said transition format information to produce a plurality of denormalized information." Frangione also does not show or suggest this feature of the invention. In Frangione, a data mining application is run on the data file to aggregate and analyze the data to produce summary tables and reports. See column 12. However, no where does Frangione describe or suggest denormalizing database tables.

In particular, in the present invention, tables are denormalized by "propagating information from one table to another, but there is no relationship between the tables by way of a database join operation." More detail is provided at pages 19-21 of the application. Denormalization permits carrying information from one database table to another, allowing linking of tables in different databases without requiring a database join operation. Database join operations are typically very time consuming operation. Therefore, denormalization enables report generation to be performed more quickly by reducing overhead associated with joining a plurality of database tables. This is a feature of the invention and is not taught or suggested by Frangione. Therefore, claim 1 should be allowable for this additional reason.

Claim 1 further recites "providing a report based upon said denormalized information." As discussed above, Frangione does not provide denormalized information. Consequently, Frangione does not teach or suggest providing reports based upon denormalized information, as in the present invention. For this additional reason, claim 1 should be allowable.

Claims 2-9 and 26 are dependent on claim 1 and should be allowable for at least similar reasons as claim 1.

Claims 10, 15, 20, and 21 recite limitations, such as "denormalizing said summarization of said transition format information," which as discussed above, Frangione does not show or suggest. For at least this reason, claim 10 should be allowable.

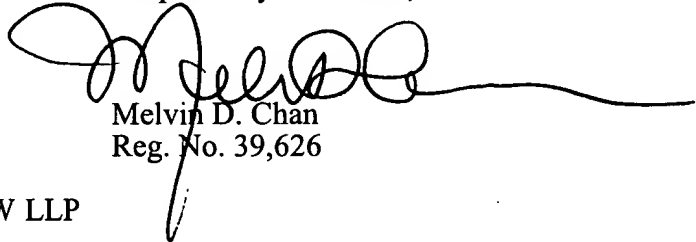
Furthermore, claims 11-14 are dependent on claim 10 and should be allowable for at least similar reasons. Claims 16-19 are dependent on claim 15 and should be allowable for at least similar reasons. And claims 22-25 are dependent on claim 21 and should be allowable for at least similar reasons.

**CONCLUSION**

In view of the foregoing, applicants believe all claims now pending in this application are in condition for allowance. The issuance of a formal Notice of Allowance at an early date is respectfully requested.

If the Examiner believes a telephone conference would expedite prosecution of this application, please telephone the undersigned at 650-326-2400, extension 5213.

Respectfully submitted,



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